



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 16, 2015

## NATIONAL SUMMARY

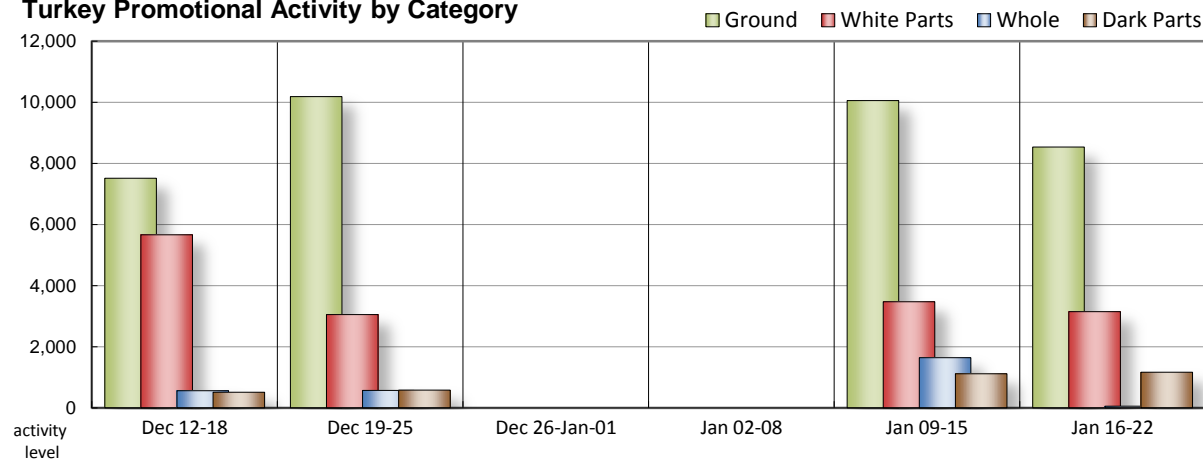
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	40.5% of 29,100 outlets		40.9% of 29,100 outlets		44.6% of 23,200 outlets	
Special Rate <sup>4/</sup>	5.4%		1.6%		1.8%	
Activity Index <sup>2/</sup>	16,754		19,744		21,080	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	27	1.59	820	1.01	440	1.18
" - Toms	27	1.59	820	1.01	180	1.26
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	45	2.80			10	2.99
Frozen	1,006	1.80	1,030	1.75	1,140	1.86
<b>Split, bone-in</b>						
Fresh	31	2.49			10	2.49
Rotisserie	342	8.41	920	8.06	470	7.11
Boneless, whole	226	5.99	50	4.99	200	5.85
Cutlets	820	4.72	1,040	5.28	290	4.90
Cutlets, thin sliced			50	5.15		
Strips	16	3.99				
Tenders	468	4.54	70	4.79	200	4.14
Marinated Tenders	192	4.42	310	4.22	270	4.61
Drumsticks	81	2.05	440	2.22	270	1.84
Thighs	101	2.21	132	2.82	70	2.28
Wings	177	1.80	322	2.47	220	1.83
Necks	11	1.49			70	1.82
Smoked Drumsticks	300	2.25	60	2.56	150	2.61
Smoked Wings	310	2.23	100	2.58	150	2.26
Smoked Necks	185	2.41	60	2.42	150	1.99
<b>GROUND TURKEY:</b>						
Patties	8,531	3.67	10,050	3.41	12,170	3.18
Sausage	310	3.96	250	3.99	690	3.49
85% lean	541	3.77	740	3.50	1,450	3.18
93% lean	1,442	3.17	3,690	2.94	4,000	2.62
Breast	4,585	3.40	4,500	3.54	4,480	3.14
Rolls (frsh/frz 1 lb.)	1,653	4.77	870	4.45	1,550	4.69
Specialty <sup>5/</sup>	1,597	2.40	390	2.73	1,720	2.64
Patties	5	4.99	10	5.99		
93-94% lean	984	4.05	3,010	4.40	2,890	4.61
Breast	1,272	5.99	60	6.16	10	4.99

Note: rolls & specialty not included in ground turkey total and weighted average.

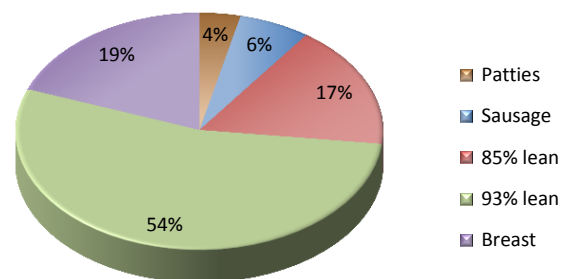
## This Week's Turkey Feature Highlights

Feature activity slows from last week's level. Ads promoting frozen hens and toms are all but absent from this week's ad pages. Offerings decline on frozen bone-in breasts; prices are higher. Rotisserie breasts are also finding less space in this week's circulars. Featuring is less active on most boneless white parts, with the exception being boneless breasts and tenders. Offerings decline on fresh dark parts, increase on smoked dark parts; prices are lower on fresh and frozen dark parts. There are fewer promotions on ground turkey. Over half the ads on ground turkey are centered on 93% lean at lower trending prices. More stores are showing rolls in this week's circulars. Specialty grinds featuring declines on 93-94% lean, increases on ground breast. Feature activity slows on deli and self-service deli items. More stores are promoting processor label service deli; prices are mixed. Prices trend lower on self-service deli items.

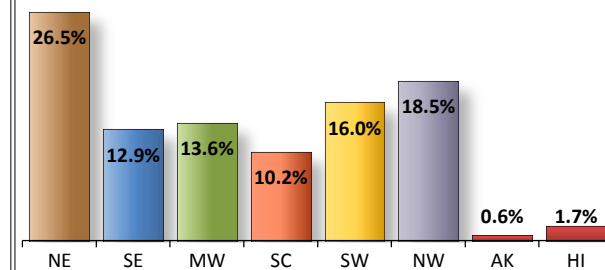
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.


**USDA National Retail Report - Turkey**
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.**

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 16, 2015

	<b>NORTHEAST U.S.</b> (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			<b>SOUTHEAST U.S.</b> (AL,FL,GA,MS,NC,SC,TN,VA,WV)			<b>MIDWEST U.S.</b> (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	<b>56.7% of 5,500 sampled outlets</b>			<b>45.1% of 7,400 sampled outlets</b>			<b>31.7% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>9.7% of stores w/ no-price promotions</b>			<b>10.7% of stores w/ no-price promotions</b>			<b>3.4% of stores w/ no-price promotions</b>		
	<b>Activity Index = 5,418</b>			<b>Activity Index = 3,586</b>			<b>Activity Index = 2,534</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.69	25 1.58		1.69	2 1.69				
" - Toms	0.99 - 1.69	25 1.58		1.69	2 1.69				
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	3.49	14 3.49					2.49	31 2.49	
Frozen	1.49 - 1.99	382 1.95		1.27 - 1.99	431 1.81		0.98 - 1.98	180 1.44	
Split, bone-in									
Fresh							2.49	31 2.49	
Rotisserie	7.99 - 8.99	170 8.03		7.99	35 7.99				
Boneless, whole	5.99	226 5.99							
Cutlets	4.49 - 5.45	556 4.65					4.49 - 4.99	208 4.92	
Cutlets, thin sliced									
Strips									
Tenders	4.49 - 5.99	414 4.56					4.49 - 4.99	38 4.62	
Marinated Tenders							4.66	61 4.66	
Drumsticks	1.99 - 2.99	25 2.55					1.49 - 2.49	56 1.83	
Thighs	1.99 - 2.99	63 2.35		1.99	2 1.99		1.89 - 2.49	36 1.97	
Wings	1.99 - 2.99	25 2.55		1.69	101 1.69		1.49 - 1.69	51 1.65	
Necks							1.49	11 1.49	
Smoked Drumsticks	1.99 - 2.49	279 2.22		1.99 - 2.69	21 2.66				
Smoked Wings	1.99 - 2.49	279 2.22		1.99 - 2.39	31 2.38				
Smoked Necks	2.39 - 2.49	154 2.40		2.69	20 2.69		1.99	11 1.99	
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	143 3.28		3.99	5 3.99		3.99	42 3.99	
Sausage	3.03 - 3.99	131 3.45		3.49 - 3.99	36 3.56		3.02 - 3.29	67 3.13	
85% lean	2.16 - 3.66	258 3.26		2.50 - 2.99	335 2.89		2.16 - 3.49	421 2.84	
93% lean	1.99 - 3.99	1,323 3.52		2.80 - 3.84	1,783 3.16		2.80 - 3.69	458 3.47	
Breast (99-100% lean)	3.84 - 5.38	212 4.54		4.61	52 4.61		4.16 - 4.99	94 4.66	
Rolls (frsh/frz 1 lb.)	2.00	255 2.00		2.00	227 2.00		1.99 - 2.98	620 2.03	
<b>Specialty</b> <sup>5/</sup>									
Patties	4.99	5 4.99							
93-94% lean	3.50 - 4.49	370 4.13		3.99	461 3.99		3.99	110 3.99	
Breast	5.99	84 5.99		5.99	42 5.99		5.99	8 5.99	



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Fri. Jan 16, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	24.8% of 4,900 sampled outlets			38.1% of 3,800 sampled outlets			52.8% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	1.1% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 1,903			Activity Index = 2,154			Activity Index = 1,030		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.67	9	1.67				2.49	4	2.49
Split, bone-in									
Fresh									
Rotisserie				8.99	137	8.99			
Boneless, whole									
Cutlets	3.99 - 4.99	56	4.70						
Cutlets, thin sliced									
Strips	3.99	16	3.99						
Tenders	3.99	16	3.99						
Marinated Tenders				3.99	48	3.99	3.92 - 4.66	81	4.49
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99	13	2.99	4.99	107	4.99			
Sausage	3.99	235	3.99	3.27 - 3.49	38	3.34			
85% lean	2.97 - 3.49	64	3.00	2.79 - 3.99	360	3.80	1.99	4	1.99
93% lean	2.91 - 3.59	266	3.28	3.19 - 4.99	450	3.67	3.19 - 4.79	305	3.82
Breast (99-100% lean)	4.79	349	4.79	4.79	516	4.79	3.27 - 5.58	337	4.72
Rolls (frsh/frz 1 lb.)	2.00 - 3.97	495	3.26						
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99	35	3.99	4.59	8	4.59			
Breast	5.99	349	5.99	5.99	490	5.99	5.99	299	5.99



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>36.6% of 100 sampled outlets</b>			<b>54.0% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 34</b>			<b>Activity Index = 95</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	4.66	2	4.66			
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage				5.49	34	5.49
85% lean						
93% lean						
Breast (99-100% lean)	4.79 - 5.59	32	5.32	5.59 - 5.75	61	5.68
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jan 16, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	52.0% of 29,100 stores		61.4% of 29,100 stores		69.9% of 23,200 stores		69.8% of 5,500 sampled outlets			54.9% of 7,400 sampled outlets		
Activity Index 2/	43,645		67,768		47,790		Activity Index = 15,194			Activity Index = 10,212		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5,901	8.73	7,150	8.27	6,910	7.87	6.48 - 10.99	2,604	8.95	6.99 - 9.99	1,462	9.08
Private Brand	2,552	8.00	4,930	7.71	1,220	7.15	5.99 - 9.99	2,031	8.01	5.99 - 7.99	50	6.93
<b>Category 2</b>												
Processor Brand	3,186	5.94	4,221	6.15	3,100	5.92	4.49 - 6.99	820	5.91	4.99 - 6.99	379	6.06
Private Brand	4,103	6.97	3,820	6.19	2,290	6.63	4.99 - 7.99	2,556	7.23	5.99 - 6.99	595	6.97
<b>Category 3</b>												
Processor Brand	594	3.91	2,100	4.63	1,210	4.29	2.99 - 3.99	260	3.92	4.38	41	4.38
Private Brand	52	4.91	1,120	4.99	1,450	5.06	4.98	45	4.98			
<b>Turkey Ham</b>												
Processor Brand	470	3.80	670	3.52	420	3.45	3.49 - 5.48	176	4.56	3.19 - 4.99	85	3.21
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	242	4.52	550	3.98	220	4.20	3.49 - 5.99	230	4.57	4.99	1	4.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,885	7.55	3,670	7.92	2,770	7.77	5.99 - 9.99	893	8.40	5.99 - 7.29	1,112	6.98
Private Brand	1,676	7.65	4,601	7.73	1,460	7.68	6.99 - 7.99	1,052	7.97	6.99	502	6.99
<b>Category 2</b>												
Processor Brand	428	5.84	720	5.22	180	4.20	5.99	155	5.99			
Private Brand	283	5.71	1,440	5.34	1,550	5.17	5.99	6	5.99			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	9,378	3.53	14,314	3.41	10,400	3.02	2.50 - 4.99	2,128	3.57	2.49 - 4.49	2,414	3.39
Private Brand	812	3.25	1,914	3.02	950	3.16	3.29 - 3.59	292	3.51	3.50 - 3.59	4	3.55
<b>Turkey 16 oz</b>												
Processor Brand	661	5.01	1,110	5.42	2,450	4.86	4.49 - 5.99	150	4.82	4.49 - 5.99	124	4.57
Private Brand	1,083	4.50			60	3.99				4.50	1,083	4.50
<b>Chicken 7-10 oz</b>												
Processor Brand	8,527	3.53	13,644	3.43	10,280	3.02	2.50 - 4.99	1,504	3.53	2.50 - 4.49	2,356	3.40
Private Brand	812	3.25	1,794	3.04	870	3.18	3.29 - 3.59	292	3.51	3.50 - 3.59	4	3.55

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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# USDA National Retail Report - Turkey

Fri. Jan 16, 2015

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	42.8% of 6,100 sampled outlets			41.9% of 4,900 sampled outlets			47.0% of 3,800 sampled outlets			61.3% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 7,586			Activity Index = 4,861			Activity Index = 3,397			Activity Index = 2,308		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.98 - 10.99	687 7.80		6.98 - 11.49	597 8.29		6.99 - 12.99	397 8.22		7.98 - 8.99	143 8.95	
Private Brand	6.99 - 11.49	390 8.27		5.99 - 8.99	81 7.13							
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,092 5.91		4.99 - 6.99	336 6.04		4.79 - 5.99	197 5.81		4.98 - 6.99	361 5.96	
Private Brand	4.98 - 6.99	553 6.28		5.00 - 6.99	213 5.70		5.99 - 6.99	186 6.95				
<b>Category 3</b>												
Processor Brand	3.49 - 4.88	186 3.82		4.38	17 4.38		3.77	90 3.77				
Private Brand	4.49	7 4.49										
<b>Turkey Ham</b>												
Processor Brand	2.99 - 3.19	17 3.13		2.99 - 3.69	49 3.30		2.69 - 3.99	143 3.47				
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.99 - 3.99	11 3.54										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 8.99	354 7.00		5.99 - 8.99	351 7.11		8.99	96 8.99		5.99 - 8.99	79 8.71	
Private Brand	6.98 - 8.49	44 7.85		6.99 - 8.49	78 7.43							
<b>Category 2</b>												
Processor Brand	3.49 - 5.99	273 5.76										
Private Brand	4.49 - 5.99	237 5.65		5.99	40 5.99							
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.49	1,350 3.13		2.79 - 3.49	1,473 3.67		2.50 - 4.49	1,144 3.89		2.19 - 4.49	848 3.69	
Private Brand	1.99 - 3.59	390 3.22		1.99 - 3.00	126 2.75							
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.99	262 5.12		5.00 - 5.49	63 5.05					5.99	29 5.99	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.49	1,343 3.13		2.79 - 3.49	1,311 3.72		2.50 - 4.49	1,144 3.89		2.19 - 4.49	848 3.69	
Private Brand	1.99 - 3.59	390 3.22		1.99 - 3.00	126 2.75							

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	18.3% of 100 sampled outlets			23.9% of 100 sampled outlets				
Activity Index 2/	Activity Index = 60			Activity Index = 27				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	8.49	11 8.49						
Private Brand								
<b>Category 2</b>								
Processor Brand	5.99	1 5.99						
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	5.49	21 5.49						
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand	5.99 - 6.49	6 6.41		5.49	27 5.49			
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	5.49	21 5.49						
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)